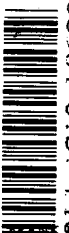


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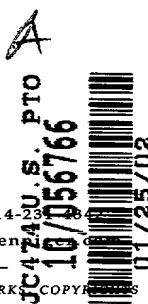
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January 25, 2002

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PATENTS, TRADEMARK, COPYRIGHTS  
AND RELATED MATTERS

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UTILITY PATENT APPLICATION TRANSMITTAL  
(new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket Number: MS#183302.1 (4966)  
First Named Inventor: Teresa Mah  
Title: METHOD AND SYSTEM FOR CLICKPATH FUNNEL ANALYSIS  
Express Mail Label Number: EL 937975549 US

TO: Assistant Commissioner for Patents  
Box Patent Application  
Washington, D.C. 20231

APPLICATION ELEMENTS

1. ☒ Fee Transmittal Form  
(original and duplicate)
2. ☐ Applicant claims small entity status
3. ☒ Specification [Total Pages 42]
4. ☒ Drawings [Total Sheets 08]
5. Oath or Declaration [Total Pages 04]
  - a. ☒ Newly executed (original or copy)  
☐ New (unexecuted)
  - b. ☐ Copy from a prior application  
(for continuation/divisional with  
Box 19 completed)
    - i. ☐ DELETION OF INVENTOR(s)  
Signed statement attached  
deleting inventor(s) named  
in prior application.

6. ☐ Incorporation By Reference  
(useable if Box 5b is marked)  
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 5b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
7. ☒ Application Data Sheet
8. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
9. ☐ Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
- a. ☐ Computer Readable Form
- b. ☐ Specification Sequence Listing on:
- i. ☐ CD-ROM or CD-R (2 copies); or
- ii. ☐ paper
- c. ☐ Statements verifying identity of above copies

**ACCOMPANYING APPLICATION PARTS**

10. ☒ Assignment Papers (cover sheet & document(s))
11. ☐ 37 CFR 3.73(b) Statement ☒ Power of Attorney
12. ☐ English Translation Document (if applicable)
13. ☒ IDS with PTO-1449 ☒ Copies of IDS Citations
14. ☐ Preliminary Amendment
15. ☒ Return Receipt Postcard
16. ☒ Request and Certification for Non-Publication. Form PTO/SB/35 is attached.
17. ☐ Certified Copy of Priority Document(s) if foreign priority is claimed
18. ☐ Other: \_\_\_\_\_

**IF A CONTINUING APPLICATION, CHECK APPROPRIATE BOXES AND SUPPLY THE REQUISITE INFORMATION**

19. ☐ Continuation ☐ Divisional ☐ Continuation-in-Part of prior application No.: \_\_\_\_\_
- ☐ Complete Application based on provisional Application No. \_\_\_\_\_

Prior application information: Examiner:  
Group Art Unit:

CORRESPONDENCE ADDRESS

20. Correspondence Address: Customer Number 321  
Attention: James J. Barta, Jr.

Respectfully submitted,

A handwritten signature in cursive script that reads "James J. Barta, Jr." The signature is written in dark ink and is positioned above the printed name.

James J. Barta, Jr., Reg. No. 47,409

JJB/cjl

**FEE TRANSMITTAL**

Application Number Not yet assigned  
Filing Date January 25, 2002  
Confirmation No. Not yet assigned  
Inventor(s) Mah et al.  
Group Art Unit Not yet assigned  
Examiner Name Not yet assigned  
Attorney Docket Number MS#183302.1 (4966)


**METHOD OF PAYMENT**

1. ☐ The Commissioner is hereby authorized to charge the indicated fees to Deposit Account No. 19-1345.
- ☒ The Commissioner is hereby authorized to charge any additional fees required under 37 CFR 1.16 and 1.17 to Deposit Account No. 19-1345.
- ☐ Applicant claims small entity status.
2. ☒ Check Enclosed. The Commissioner is hereby authorized to charge any under payment or credit any over payment to Deposit Account No. 19-1345.

**FEE CALCULATION**

1. ☒ BASIC FILING FEE Subtotal (1) \$740.00  
(Type: utility)
2. ☒ EXTRA CLAIM FEES Subtotal (2) \$450.00  
  
Total Claims 31  
Independent Claims 06  
Multiple Dependent Claims 00
3. ☒ ADDITIONAL FEES Subtotal (3) \$40.00  
  
☐ Surcharge - late filing fee or oath  
☐ Surcharge - late provisional filing fee or cover sheet  
☐ Extension for reply within \_\_\_\_\_ month  
☐ Notice of Appeal  
☐ Filing a Brief in Support of an appeal  
☐ Request for ex parte Reexamination  
☐ Petitions to the Commissioner  
☐ Submission of Information Disclosure Statement  
☒ Recording each patent assignment per property  
☐ Request for Continued Examination  
☐ Other: \_\_\_\_\_

**TOTAL AMOUNT OF PAYMENT** \$1,230.00

  
James J. Barta, Jr., Reg. No. 47,409

January 25, 2002  
Date

JJB/cjl

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